



Accelerator

Business Proposal

B-WIP Accelerator is the innovation platform where German market leaders and Tech Startups from Israel and Baden-Württemberg work together.



Accelerator



B-WIP

About the Program

We believe that corporates and startups can dominate the future by working together. While corporates look for new technologies and the rapid and disruptive startup working culture, the startups lack credibility, resources and access to customers to test their products. It's a win-win for both of them to work together. That is why we built the B-WIP Accelerator, a true startup-corporate partnership platform.

B-WIP Accelerator provides a structured and sterile environment that enables startups and corporates to work together on innovation challenges in the most efficient way.

Providing both startups and corporates with the mentoring, support and infrastructure they need, we help both parties to gain the most value possible while working together on their project in mixed teams.

Our 8-week program takes place in Mannheim (Germany) and Tel Aviv. B-WIP Accelerator is a joint initiative of a strong partner network including Startup Mannheim, Roland Berger, the Ministry of Economic Affairs of the Baden-Württemberg, the Consulate General of the State of Israel in Munich, the City of Mannheim and some of the most influential startup networks in Israel.



Tech Brücke

Our world is changing, and changing fast; those that won't adopt new technologies and methodologies will be left behind. Massive corporate that were not aware and failed to change and innovate, lost huge market share, and at some instances, completely vanished.

Our goal at Tech-Brücke is to help large corporates in the industrial and infrastructure fields to think differently, to change processes, to open their minds to an innovative and technological state of mind. We know that through such change and adaptation, corporates can maintain and increase their future market dominance.

Innovation and change are difficult to adopt within large organization. Our first step in the process is developing a "Understanding of Needs" based on a full and thorough research of the corporate's environment and standing. Following this research, we will devise a step-by-step roadmap to change.

We are entrepreneurs with vast experience in helping and advising organizations from early stage start-ups to large corporations in building their strategy by deep analysis and setting a holistic plan based on goals and KPI's.

Our strong network in the Israeli start-up ecosystem, innovation communities and the venture capitals funds, enables us to connect between technologies to companies that are hoping to add innovation to their organizations. Along the way we worked with the leading academic entrepreneurship organizations as well as independent organizations such as: StartTAU (Tel-Aviv University), IEC (IDC Entrepreneurship Club at Herzliya), BEC (Bronica Entrepreneurship Center at Technion Haifa), Tech7 (Negev Innovation Community), MassChallenge IL (a leading accelerator worldwide), etc.

Startup Mannheim

Startup Mannheim is the powerhouse of Mannheim's startup ecosystem and the biggest support organization for startups in Baden-Württemberg.

Our goal is to provide premier conditions for entrepreneurs in the tech, music and creative business to make Mannheim an innovation hotspot of European relevance.

We operate eight entrepreneurship centers and co-working spaces with 28.000 m² of office space and manage a community of 350 startups with ca. 1000 employees. Startup In addition to B-WIP Startup Mannheim runs further accelerator programs for IT & life science startups. Through our local network as well as national and international partnerships, we provide startups access to business angels, investors, leading universities and corporate partners.

Aside from our tech activities we are in charge for cultural innovation within the city of Mannheim and support film-, design-, creative- and music-businesses as well as Mannheim's membership in the UNESCO City of Music network.

The Big Picture

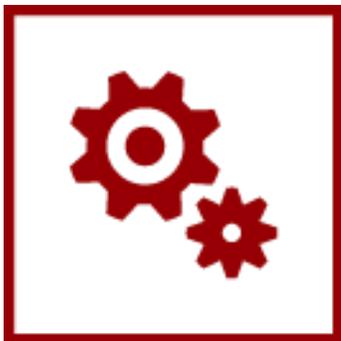


Accelerator



Understanding of needs:

We believe that in order to find and bring your company the perfect start-up we need to study your company and understand the company's needs. Innovation strategy is a plan to encourage advancements in technologies, processes and culture, usually leading to an improvement in the company's performance. To understand the exact needs of your organization we will join your company for a couple of sessions for deep research by going around the various departments; watch, analyze and ask tough questions in order to formulate an innovation plan to action. We will present and choose two optional technological needs that we believe the company needs to focus on. During the program we will try to solve one of the final needs by bringing the right start-up that deals with this difficulty.



Finding the right start-up:

After we will understand the organization's needs we will publish which technologies we're looking for in all the main Israeli Eco-Systems communities and start-up organizations, at the same time we will 'head hunt' specific start-ups that we are in touch with that we believe could suit the company's needs and they could benefit from a pilot and integration with a large European company.

After choosing the start-up, we will fly the start-ups' representative for six weeks to work closely alongside the German company.

During the six weeks the Israeli start-ups and the Germans companies will benefit from innovation and entrepreneurship lectures and events from leading



Innovation tour in Israel:

In order to have a better understanding of the Israeli Eco-System we will host you for a two-week tour around Israel that combines:

- Cooperates - Visiting large global cooperates to understand why they decided to open a branch in Israel.
- Start-Ups - Visiting and meeting fascinating and related start-ups in order to deepen the knowledge on the start-up methods, dynamic, speed and flexibility.
- Culture - Exploring the Israeli culture that includes food and nightlife.



Accelerator



Corporates

The most efficient, tailor-made and sustainable way

B-WIP is a tailor-made innovation journey that allows you to work with external innovators on one of your own innovation challenges. Our program combines cutting edge methodologies of internal and external innovation to help corporates and startups work in a more effective way.

During the eight-week program, selected leaders from 4-6 corporates from different verticals work in mixed teams with startups from Israel and Baden-Württemberg. Each team consists of 2-4 corporate change facilitators of your company and selected startup team members. In a structured collaboration process including mentoring from experienced entrepreneurs and a tailor-made corporate innovation training by Roland Berger innovation experts, the teams work on your predefined corporate challenge.

Participating startups are scouted and selected in close collaboration between the B-WIP team and each corporate based on goals, expectations and focus area is defined before the actual program starts.

The last component of the program is a innovation scouting trip to Tel Aviv. Within the first 5 mandatory days the participating corporate leaders have the chance to experience the Tel Aviv Innovation Ecosystem, get in touch with additional Israeli startups and

represent their company in relevant meetups and events. During the second, optional week in Tel Aviv we offer our corporate participants a unique cultural experience: Working within an Israeli startup team in Tel Aviv and experiencing the innovation journey from the entrepreneur's perspective.

Our benefits for corporate partners include:

- A tailor-made, eight-week innovation program based on your needs, goals and expectations.
- Individual Startup Scouting in Israel and Baden-Württemberg to solve one of your innovation challenges
- A structured framework for startup collaboration that allows you to focus on working with the startup only. We take care of finding the right mentors that will help accelerate your project as well as infrastructure and provide other support.
- Individual Corporate Innovation Training with Roland Berger that helps increase innovation capabilities internally and collaborate with the startup more efficiently during the program.

The cost of the program depends on the number of corporate leaders sent to Israel and varies between 25.000€ and 40.000€.

Program Structure



Germany – Stage 1

WEEK 1	<ul style="list-style-type: none">• Welcome to Mannheim & Meet the startups.• Lecture 1• Develop an integration plan.	Introduction
WEEK 2	<ul style="list-style-type: none">• Opening event• Define the pilot process• Set key performance indicators for the pilot.	Integration
WEEK 3	<ul style="list-style-type: none">• Start the pilot and collect data.• Lecture 2• Cultural Event	Pilot Stage 1
WEEK 4	<ul style="list-style-type: none">• Data analysis• Adjustments for the next iteration	Adjustments
WEEK 5	<ul style="list-style-type: none">• 2nd Iteration of the adjusted pilot• Lecture 3• Company Tours in the Mannheim Area	Pilot Stage 2
WEEK 6	<ul style="list-style-type: none">• Collect data from the pilot integration.• Develop a work plan with goals for the future.• Demo Day	Debrief

Israel – Stage 2

WEEK 1	<ul style="list-style-type: none">• Welcome to the Startup Nation.• Meet leading Fortune 500's in Tel Aviv.• Visit the Cyber City - South of Israel.	Why Israel?
WEEK 2	<ul style="list-style-type: none">• The Jerusalem Startup Community• Meet additional Israeli Startups• Industry Tech Events	How & What?



Baden-Württemberg is in the south-west of Germany and the backbone of the German economy: Besides well-known market leaders, it is also the home of the German 'Mittelstand': A group of hidden champion companies you probably never heard about, gaining billions of revenues.

Entrepreneurship has a long tradition in this part of Germany. Great inventions like the first bike and the car were made in this part of Germany. Baden-Württemberg's industry is mostly operating in the B2B business. From low-tech to automotive and high-tech medical devices or machinery, there is a huge variety of manufacturers in the area.

The program will take place in Mannheim, Baden-Württemberg's creative heart. It is just 35 min away from Frankfurt Airport and Stuttgart. Mannheim is an international, cosmopolitan and inspiring city that might not be the biggest – but somehow it feels as if it were! Why? Because the city is always moving ahead and it is hungry for open-minded people, for change, for progress and for good ideas. Located in the heart of Europe: The perfect Launchpad to tackle the European B2B Market.



Accelerator

Baden-Württemberg & Mannheim: Champion Companies

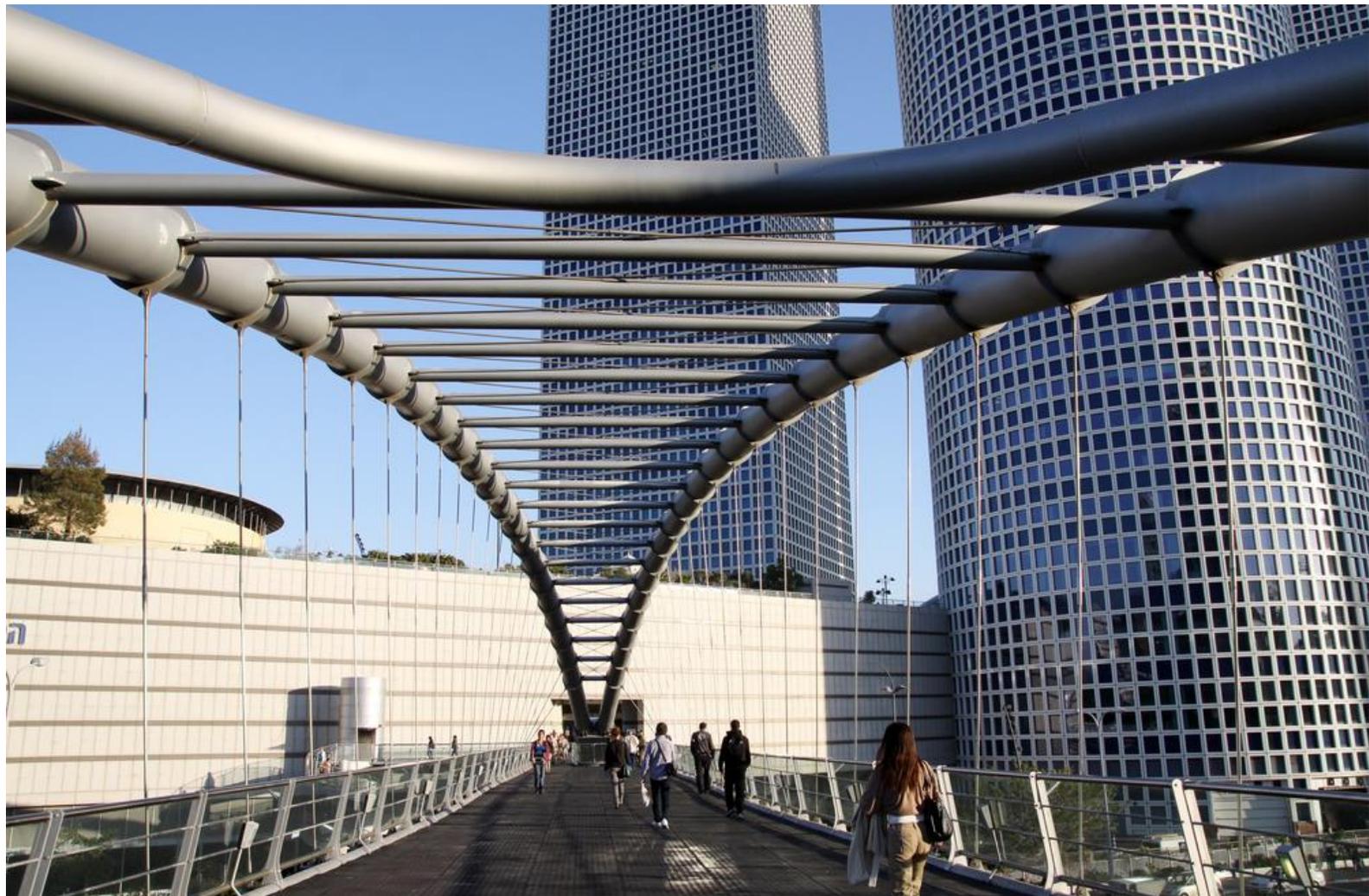


Accelerator

Israel: Start-Up Nation

Israel is a dramatic, rich landscape of history, politics, economy, and progress. There's a massive economic development in the small State of Israel, with a population of nearly 8.4 million citizens, is widely acknowledged as a miracle. The country's desert agriculture is a global model. And now, its metamorphosis into a high-tech superpower is one of its biggest success stories.

Israel has more Nasdaq-listed companies than any country barring US and China. It has more venture capital per capita and more startups than any other country in the world. Research and development (R&D) is a thrust area for the country, which also has more scientists and tech professionals than any other nation. In 2016, Israeli startups raised \$4.8 billion in venture funding, a record that year, and saw exits worth \$9.2 billion.



**B W
I P**

Accelerator

Oran Goldstein



oran.goldstein@gmail.com
P: +972 54-301-0500

Managing Partner at Tech-Brücke.
Working closely with the entrepreneurship community to build a better understanding of the Israeli start up community.

In the past years, Oran was the Chairman of the IDC Entrepreneurship Club, the biggest academic entrepreneurship club in Israel with more than 60 staff member, 12 different entrepreneurship program, 4 large conferences, influencing thousands.

In addition to the activity at IDC Herzliya, Oran Opened a Start-Up incubator in Hod-HaSharon called HubStair that promotes early stage ventures with a full cover including a creative environment, office hours with leading mentors and a wide investors network.

Jonathan Glick



tlv@startup-mannheim.de
P.:+972 54-250-2500

Jonathan is an entrepreneur in residence for Start Mannheim in Tel Aviv, special advisor to the major of the city of Mannheim and the mastermind behind B-WIP.

Jonathan has a background in law, mathematics and business. He successfully started two startups in Israel and helped several young entrepreneurs in the early stage of their own company.

Before Jonathan joined Startup Mannheim as EIR, he was the deputy consul general of Israel in southern Germany.

In his diplomatic service he initiated various collaboration platforms for startups and corporates including global market leaders like Audi and Google as well as German Mittelstand companies.

Florian Fischer



fischer@startup-mannheim.de
P.:+49 174-3435319

Florian is the B-WIP Program Coordinator in Germany. In his position at Startup Mannheim he is responsible for Corporate Innovation Programs and different projects of Startup Mannheim in Israel.

Florian holds an economics degree from University of Mannheim and researched about the role of institutions in the Mannheim ecosystem. During his studies he organized the first startup conference at University of Mannheim.

Florian worked for startups in Berlin and San Francisco as well as a leading innovation program in Tel Aviv. He authored blogposts and contributed to reports about corporate innovation and entrepreneurship ecosystems.



Accelerator

Be a part of the change

Mannheim: info@b-wip.com

Tech-Brücke: contact@techbruecke.com

Germany: Hafenstraße, 68161, Mannheim, Germany

Israel: Ahad Ha'Am St 54, Tel Aviv-Yafo, Israel

The logo consists of the letters 'B', 'W', 'I', and 'P' arranged in a 2x2 grid. The 'B' and 'W' are in the top row, and the 'I' and 'P' are in the bottom row. All letters are white and set against a dark red background.

B W
I P

Accelerator

Join B-WIP as a Sponsor

Basic

- Logo on our homepage and pitch deck as a basic partner.
- Social Media Post to announce our partnership.
- Placement of give aways, vouchers or other materials in the participant's kit.
- One personalized Ticket for the Demo Day in Mannheim.

1,000 EUR

Premium

- Logo on our homepage and pitch deck as premium partner.
- Logo on the invitations for public B-WIP Events during the first batch (Kickoff und Demo Day)
- Social Media Post to announce our partnership.
- Placement of give aways, vouchers or other materials in the participant's kit.
- Three personalized Ticket for the Demo Day.
- An informal after-work event: Meet the startup- and corporate participants. The Event is labeled as “sponsored by” in the official program agenda.

5,000 EUR

Platinum

- Exclusive Logo Placement on homepage, flyers and pitch decks as a platinum partner.
- Booth and up to five tickets for the Demo Day in Mannheim.
- Access to selected non-public events (lectures, workshops, mentoring sessions) during the Accelerator program.
- Your company is mentioned as platinum partner in all our press releases.
- An exclusive evening event/dinner with all participants' available mentors in Mannheim labeled as “*Company's* Networking Dinner” in the official agenda.
- One ticket for the one week Tel Aviv delegation within the second part of the program.
- Social Media coverage on a regular basis.

**10,000
EUR**